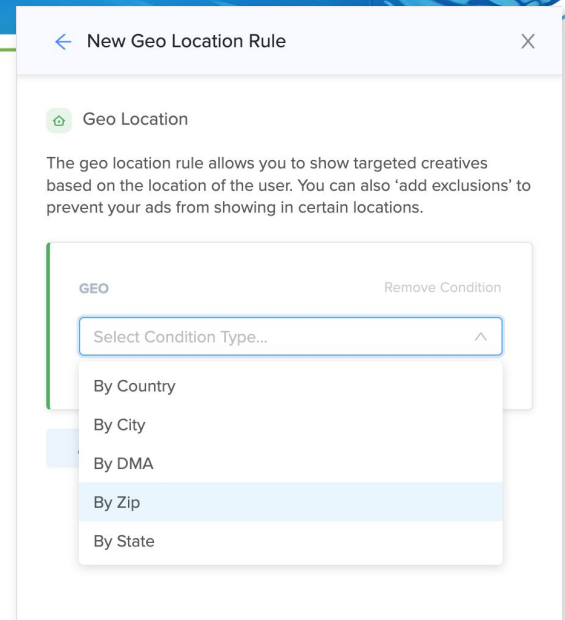


Goodway Group Boosts Speed-To-Market 5x Faster For Leading Automotive Brands

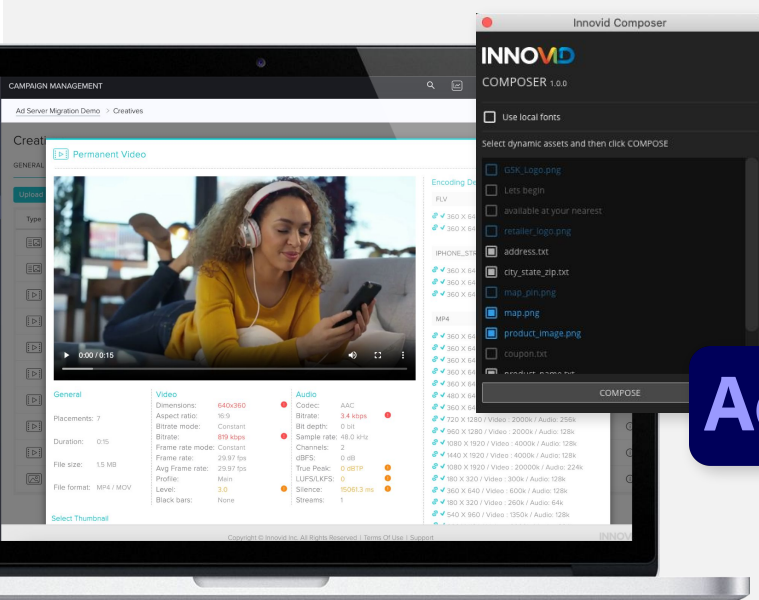
Goal

Goodway Group, whose expert creative services team offers marketing services to leading automotive OEM brands (spanning from data and analytics to paid audio and programmatic advertising), wanted to switch DCO partners. They were looking for a more unified, self-service, and cost-effective approach to delivering localized messaging across video and display ads. These capabilities were crucial during peak automotive brand days, which require the simultaneous deployment of numerous offers and creatives across hundreds of campaigns, regionally and locally.



Strategy

Goodway Group selected Innovid's self-service DCO technology to create campaigns and creatives more efficiently and eliminate any duplicate work for scaling across video and display.



- ✓ Using Innovid's Adobe After Effects Composer extension, Goodway quickly *set up feeds in less than a minute.*
- ✓ All parties, across all markets, could easily input **new values** and creatives within their feeds, to handle peak demand for new offers.
- ✓ Innovid's proprietary technology rendered thousands of creative versions to unique markets *approximately 3-5x faster than competitors.*

Results

Innovid's DCO technology enabled Goodway Group to streamline campaign efficiency, accelerate turnaround times, and deliver highly customized ads at remarkable speed and scale.

Up To 5X

Faster Average Time
To Render Creative Versions

>1Min

Average Time To Adjust and Launch
Data Feed Updates

600k+

Customized Creatives On
Average Served Per Year

“

*Without a dynamic creative solution like Innovid offers, the work we do would be more time-consuming and costly. We wanted a DCO platform that would give us the ability to design custom templates for the client's needs and bring us operational efficiency. We also wanted a **fully self-service option that would cut down on the time of the initial setup, enable a more effective campaign setup process, and have better rendering times for videos.***

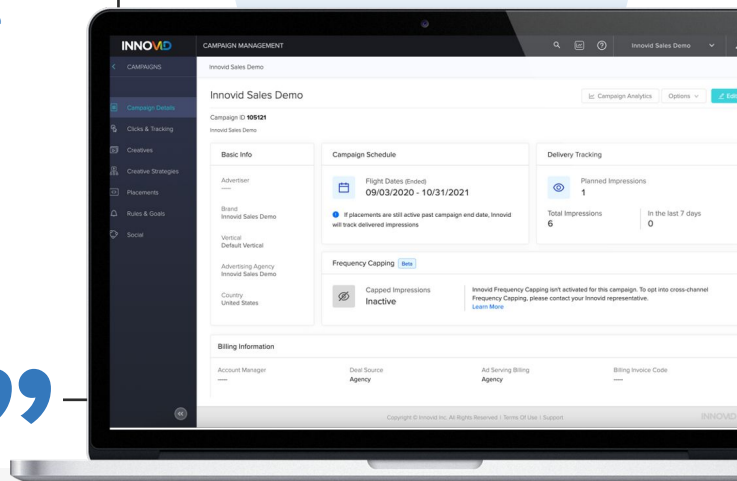
—Chris Palantino

Associate Media Director | Goodway Group

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2Hrs

Average Time Saved
Per Campaign



Recommendations

- Increase customer engagement and consideration with interactive experiences across all channels, (including CTV) to highlight unique selling points before visiting the dealership.
- Tap into our dynamic capabilities on connected TV to reach your audiences with relevant messaging on the biggest screen in the home.
- Leverage InnovidXP, our measurement and outcomes platform, to better understand your creative impact across digital, connected TV, and linear TV for both regional and national markets.

Contact solutions@innovid.com to learn more about our dynamic creative solutions

 innovid.com